

...Let's Go

By LARRY MACARAY

Last week Bill Robison, Kyle Workman, and I were invited by the local Sears store to preview the Vincent Price Collection of Art.

As everyone across the nation knows by now, Sears, Roebuck and Co. commissioned Price to select original works of art for exhibit and sale. Literally thousands of oils, watercolors, etchings, lithographs, sketches, gouaches, and pastels have been purchased by Price, not only from contemporary artists here and abroad, but also from art dealers everywhere.

Many people feel that perhaps this is a very wrong way to buy art. The fact that Price sees many thousands of paintings, etc. in his quest for fine art should in no way deter from his trained ability and judgment. Certainly it is true that most people suffer from a minor to extreme case of "indecision" concerning even the ordinary activities of life. How-

Gogh. Kyle's preference proved to be a very large lithograph by Joan Miro, the noted contemporary Spanish artist. I bought an original Miro lithograph the last time that I was in Paris and it is one of my favorites.

AFTER LOOKING the entire group over several times, I tried to choose the one piece out of the show that I would buy. I kept coming back to a painting by Robert Salmon done in a poetic and dreamlike rendition of a far-away landscape. Strange and compelling. My prediction is that a design type painting by Parker Lee will be the first thing sold, and probably because of the color scheme.

There will be a private showing of the Sears Collection by invitation only on Tuesday evening. I will be in London with my tour group, so I won't be able to attend the opening. The opening will be on

turning out more than one example of their work. Usually they limited the number of prints for a plate by choice or because the plate wore out.

The signing of etchings and other graphic works began only in the last century. It originated partly because artists wanted to be sure to differentiate between their own work and that done by reproduction processes. Whistler signed some of his works, others he didn't. Rembrandt and Goya signed none, only the plate so that the signature is printed.

AN ORIGINAL work of art denotes the all-important fact that it comes directly from the artist's hand or was under his personal direction. There are many reproductions done today to fool the purchaser. It's very difficult to tell the real from the false — but one has value, the other little or none.

In buying original art the first thing to do is to go out and look. Sources include museums, galleries, bookstores, art schools, decorators, and individual artists.

After you've looked, decide on what you want. The name of the artist should be secondary in the consideration of his work. Keep in mind that everyone has different taste. Art is something you buy for your own enjoyment, and not even all the greatest masterpieces appeal to everyone.

I WILL BE looking for works of art to buy while I am in Europe and will be happy to show them to anyone who might be interested. If you write to me in Europe, I will send you a postcard from whatever city I happen to be in. Send air-mail and allow seven days to get there, just in case. Will be at the Concordia Hotel in Lucerne, Switzerland on July 18 and 19. Will be at the Pensione Mayor in Rome, Italy, on July 21-22-23. Let me know your favorite in the Sears Collection.



PREVIEW SHOWING... Kyle Workman, El Camino art student; Joseph Via Cava, merchandise manager for Sears Torrance; and Ronald Allison, of Sears' management department, take an early look at some of the original art which will go on display to the public here Wednesday. An invitational has been scheduled by Sears officials for Tuesday evening. (Bill Robinson Photo)

they ask, can another human being make many rapid selections and emerge with hundreds of works of art to be sold by Sears.

I DISAGREE with those who question the program. The majority of work that finally gets to or is discovered by Price is "good." His experience as an art collector affords him the capacity to make valid and rapid judgments, and a remarkably impressive array of original art is the result.

Upon viewing the 134 pieces that comprise the local showing, I'm sure that many people will feel that there should be more oils in the showing. I can't agree with this either. We Americans, in our recent search for something resembling "culture," have learned to recognize that an oil painting is the criteria of "good art."

HOW FAR this is from reality. Other media of art besides oil painting must be considered, viewed, understood and appreciated. I own an original lithograph by Pablo Picasso that I enjoy as much as any oil painting that I have.

Bill Robison was good enough to come along and take some photos of the collection that for our purposes was spread out in one of the store-rooms. One of his photos is shown along with this article. Bill's favorite was an oil painting by Louis Amalvy showing a typical European countryside in a manner quite resembling that of Vincent Van

Wednesday. Hope everyone in Torrance goes out at least once to see the collection. The prices seemed to be at market price and below so you certainly would be assured of a fair deal.

TO TRY and push your interest toward the graphic arts — etching, drypoint, woodcut, engraving, aquatint, lithography and others — here's a little bit of information that may interest you. The graphic arts are artists' solutions to



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